

WORK PLAN FORM

Priority Area:

Community Indicator: (one indicator per sheet)

Extent of participation by partners within the broad-based coalition

Indicator Number: 14

SMART Objective for indicator:

Increase active participation in the coalition by at least 10 new members by June 2013 focusing on recruiting members from areas of the community not already represented on the coalition.

Indicator status (Baseline measurement for this indicator):

We currently have 10 active members of the coalition, however we do not have a representative of the faith-based community, a business owner, a youth, a hospitality worker, a representative of the health care community, a representative of our local hospital/clinic or our health department serving on the coalition.

Please list how you measured this indicator, include data source:

Coalition meeting attendance records.

ACTIVITIES BY STRATEGY AREA	Partner Organizations/ Subcontractors Involved	START DATE (MM/DD/YYYY)
<p>Identify and recruit partners/Training</p> <ul style="list-style-type: none"> Identify portions of the community not currently represented on the coalition Identify non-traditional partners Identify the hard to reach populations in the community including the Head Start Center and Community Health Centers Participate in meetings of the local Chamber of Commerce, service organizations, not-for-profit organizations and faith-based groups to educate the members of those clubs about the coalition Recruit persons identified as potential members by conducting one-on-one, face-to-face visits Ask each coalition member to recruit one new coalition member from those portions of the community not already represented by using coalition recruitment tool Ask for referrals when recruiting Increase tobacco control skills of coalition partners by offering tobacco control training Increase tobacco control skills of coalition partners by offering media advocacy training Outline a coalition development and/or maintenance plan that involves participation from all sectors of the community (i.e.: education, health care, civic, faith, business and youth) ® <p>Public Awareness/Community Education</p> <ul style="list-style-type: none"> Develop communication channels and outreach between the coalition and the local county health department, hospital and community health centers ® Make presentations at meetings of service organizations in the 	<p>All current coalition member organizations</p>	<p>06/01/11</p>

<p>community to educate about the coalition</p> <ul style="list-style-type: none"> • Make presentations to parent organizations throughout the community (i.e.: PTO/PTA) • Make presentations to youth-serving organizations throughout the community (i.e.: Boys & Girls Clubs) • Network with the ministerial associations or similar group to provide education • Participate in community events that are already planned where people will gather to provide information about the coalition • Participate in meetings of other groups or causes to provide “added value” to support their cause while networking to educate others in the community about the coalition <p>Media Advocacy</p> <ul style="list-style-type: none"> • Utilize earned media during national events and during other timely opportunities • Publish articles about the coalition in publications produced by various community organizations (i.e.: Chamber newsletter) • Publish articles about the coalition in church bulletins • Network with local radio, television and newspaper sources to advertise the coalition and its work through no cost community service ad placements or shows (i.e.: community forum on local radio station) • Provide simple brochures or written materials at business throughout the community, including those where current coalition members own, work or often visit including hospitals and clinics • Seek out non-traditional media outlets like school newspapers or internet service providers to publicize the existence of the coalition <p>Policy Advocacy</p> <ul style="list-style-type: none"> • Establish a policy that all coalition members will actively recruit one new members each month • Recognize success of coalition activities and coalition members <p>Implementation/Maintenance</p> <ul style="list-style-type: none"> • Not Applicable <p>Data Collection</p> <ul style="list-style-type: none"> • Number of persons identified • Number of face-to-face visits • Number of referrals • Number of earned media articles • Number of presentations made • Number of newsletters distributed • Number of persons added to the grassroots database • Number of trainings provided to coalition partners 		
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<p>Supplemental Funding</p> <ul style="list-style-type: none"> • Identify potential community funding resources that might provide funding for items such as food at meetings • Pursue funding through identified sources including the local county health department (MSA dollars provided through the State budget) 		
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I have read the work plan:

Lead Agency Representative: _____

Coordinator: _____

Coalition Representative: _____